

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/4

Advertiser Making Request: Crossroads

Political Party or  
Nature of Advertising Message: Issue

Flight Dates: 8/8 - 8/14

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 1351060

Schedule Dates 08/08/12-08/14/12  
Advertiser Crossroads GPS (42237)  
Agency Crossroads Media-Alexandria (2097)  
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
Brand 886 / CROSSROADS GPS (466157)  
Salesperson Millennium/PHL, Philadelphia (1103)  
Sales Office Millennium Philadelphia  
Buyer Name Maron, Stephanie  
Phone/Fax /  
CPE 12/11/886  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments Crossroads GPS  
CROSSROADS GPS  
REP-FRAN BROWN

Date Entered 08/06/12  
Last Modified 08/06/12  
Entered By Rita Schmidgall  
CO-OP No  
Headline # ECR09783929  
Demo A35+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$337.50  
Net Total \$1,912.50  
Sales Tax

St Louis (KDNL)  
By Broadcast Month  
Aug. 2012  
Grand Total:  
Spots 10  
Rate \$2,250.00  
Total \$2,250.00

10

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                    | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total    | Station         | Comments             | Entered |
|------|--------------------------------|-------------------|-----|--------|------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-----------------|----------------------|---------|
| 1.0  | Normal Line / SPOT             | 08/08/12-08/08/12 | 2   | :30    | 7A- ABC-Good Morning America | 1   |    |    | X  |    |    |    |    | 1     | \$50.00  | \$50.00  | St Louis (KDNL) | GOOD MORNING AMERICA | 8/6/12  |
| 2.0  | Normal Line / SPOT             | 08/09/12-08/09/12 | 2   | :30    | 7A- ABC-Good Morning America | 1   |    |    |    | X  |    |    |    | 1     | \$50.00  | \$50.00  | St Louis (KDNL) | GOOD MORNING AMERICA | 8/6/12  |
| 3.0  | Normal Line / SPOT             | 08/10/12-08/10/12 | 2   | :30    | 7A- ABC-Good Morning America | 1   |    |    |    |    | X  |    |    | 1     | \$50.00  | \$50.00  | St Louis (KDNL) | GOOD MORNING AMERICA | 8/6/12  |
| 4.0  | Normal Line / SPOT             | 08/13/12-08/13/12 | 2   | :30    | 7A- ABC-Good Morning America | 1   | X  |    |    |    |    |    |    | 1     | \$50.00  | \$50.00  | St Louis (KDNL) | GOOD MORNING AMERICA | 8/6/12  |
| 5.0  | Normal Line / SPOT             | 08/14/12-08/14/12 | 2   | :30    | 7A- ABC-Good Morning America | 1   |    | X  |    |    |    |    |    | 1     | \$50.00  | \$50.00  | St Louis (KDNL) | GOOD MORNING AMERICA | 8/6/12  |
| 6.0  | Normal Line / SPOT             | 08/08/12-08/08/12 | 2   | :30    | 9:58A- ABC-The View          | 1   |    |    | X  |    |    |    |    | 1     | \$400.00 | \$400.00 | St Louis (KDNL) | THE VIEW             | 8/6/12  |
| 7.0  | Normal Line / SPOT             | 08/09/12-08/09/12 | 2   | :30    | 9:58A- ABC-The View          | 1   |    |    |    | X  |    |    |    | 1     | \$400.00 | \$400.00 | St Louis (KDNL) | THE VIEW             | 8/6/12  |
| 8.0  | Normal Line / SPOT             | 08/10/12-08/10/12 | 2   | :30    | 9:58A- ABC-The View          | 1   |    |    |    |    | X  |    |    | 1     | \$400.00 | \$400.00 | St Louis (KDNL) | THE VIEW             | 8/6/12  |
| 9.0  | Normal Line / SPOT             | 08/13/12-08/13/12 | 2   | :30    | 9:58A- ABC-The View          | 1   | X  |    |    |    |    |    |    | 1     | \$400.00 | \$400.00 | St Louis (KDNL) | THE VIEW             | 8/6/12  |
| 10.0 | Normal Line / SPOT             | 08/14/12-08/14/12 | 2   | :30    | 9:58A- ABC-The View          | 1   |    | X  |    |    |    |    |    | 1     | \$400.00 | \$400.00 | St Louis (KDNL) | THE VIEW             | 8/6/12  |

Rep Order# 9783929 Ver# 1 Status New

Traffic Order#

Printed: 08/06/2012 2:14 PM  
Last Received: 08/06/2012 1:55 PM  
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO

Advertiser ( ) POLITICAL ISSUE GROU

Product Crossroads GPS

Estimate# 886

Buyer Stephanie Maroney

Phone#

Fax#

Agency ( ) CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/886

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) FRAN BROWN

Salesperson Phone# 215-563-5400

Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

CROSSROADS GPS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Dates       | Time    | Program              | Len | Rate     | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|----|-------------|---------|----------------------|-----|----------|-----|------------|------------|-------------|------------|
| 1  | 08/08-08/08 | 7A-9A   | GOOD MORNING AMERICA | :30 | \$50.00  | W   | 1          | 1          | 1           | \$50.00    |
| 2  | 08/09-08/09 | 7A-9A   | GOOD MORNING AMERICA | :30 | \$50.00  | TH  | 1          | 1          | 1           | \$50.00    |
| 3  | 08/10-08/10 | 7A-9A   | GOOD MORNING AMERICA | :30 | \$50.00  | F   | 1          | 1          | 1           | \$50.00    |
| 4  | 08/13-08/13 | 7A-9A   | GOOD MORNING AMERICA | :30 | \$50.00  | M   | 1          | 1          | 1           | \$50.00    |
| 5  | 08/14-08/14 | 7A-9A   | GOOD MORNING AMERICA | :30 | \$50.00  | TU  | 1          | 1          | 1           | \$50.00    |
| 6  | 08/08-08/08 | 10A-11A | THE VIEW             | :30 | \$400.00 | W   | 1          | 1          | 1           | \$400.00   |
| 7  | 08/09-08/09 | 10A-11A | THE VIEW             | :30 | \$400.00 | TH  | 1          | 1          | 1           | \$400.00   |
| 8  | 08/10-08/10 | 10A-11A | THE VIEW             | :30 | \$400.00 | F   | 1          | 1          | 1           | \$400.00   |
| 9  | 08/13-08/13 | 10A-11A | THE VIEW             | :30 | \$400.00 | M   | 1          | 1          | 1           | \$400.00   |
| 10 | 08/14-08/14 | 10A-11A | THE VIEW             | :30 | \$400.00 | TU  | 1          | 1          | 1           | \$400.00   |

---REPORT TOTALS---

Rep Order# 9783929 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/06/2012 2:14 PM  
Last Received: 08/06/2012 1:55 PM  
Showing Buylines: All Lines

2 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product Crossroads GPS  
Estimate# 886  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/886  
Flight Dates 08/08/2012 - 08/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

Report Totals: 10 / \$2,250.00

---SALES MONTHLY TOTALS---

Aug 12: 10 / \$2,250.00

Sales Totals: 10 / \$2,250.00

Station Totals: 10 / \$2,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$222,772

|      |     |      |    |      |     |      |    |      |     |
|------|-----|------|----|------|-----|------|----|------|-----|
| CABL | 0%  | KDNL | 1% | KMOV | 20% | KPLR | 1% | KSDK | 46% |
| KTVI | 30% | UNKN | 0% | WRBU | 0%  |      |    |      |     |

Books FEB12  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Stephanie Maroney

do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

**Total Charges:**

This broadcast time will be used by: Crossroads GPS

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

|   |
|---|
| <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Crossroads GPS (Grassroots Policy Strategies)</div> |
|---|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
|                  |                                  |      |       |                |                 |

|                       |
|-----------------------|
| <b>Total Charges:</b> |
|-----------------------|

This broadcast time will be used by: Crossroads GPS

|   |
|---|
| <p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p style="text-align: center;"> <input type="checkbox"/> Yes             <span style="margin-left: 200px;"><input checked="" type="checkbox"/> No</span> </p> |
|---|

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/11/12            703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title